

A related art driving method in which four scanning electrodes are selected simultaneously, the power circuit is complex and the power consumption is large. A liquid crystal display elements driving method according to the invention includes the steps of: simultaneously applying scanning signals of one of three predetermined voltages to three scanning electrodes and thereby simultaneously selecting a prescribed number of liquid crystal display elements arranged for each of the three scanning electrodes, the one voltage being determined according to an orthogonal function that prescribes voltages to be applied to a plurality of scanning electrodes; and applying a data signal of one of the three voltages to each of the prescribed number of signal electrodes, the one voltage being determined according to display data that prescribe gray shades.